

From: Guerrero, Dan  
Date: \* No Date \*  
Subject: FW: Just say NO!  
Attachment(s): 0

FYI. Are we responding to these?

From: Creig Nicks ([REDACTED])  
Sent: Thursday, February 28, 2013 5:00 PM  
To: Guerrero, Dan  
Subject: Just say NO!

Mr. Guerrero,

As a second generation UCLA graduate ('81, my father, '48), I have been a lifelong supporter of our University and have never felt the need to reach out and express my displeasure until today. Upon seeing the proposed basketball uniforms for the Pac-12 and NCAA tournament, I must heartily recommend that you call adidas and just say, "NO" to these horrendous looking uniforms. While adidas has tried several alternative jerseys and uniforms in both basketball (the Smurf blue from earlier this year was passable, but looked terrible on TV!) and football (loved the LA Nights, and I was even tolerant of the all-white worn last year against SC), these camouflage uniforms remind me of the old Zubaz zebra print leisure pants that are best left back in the 80's with the other bad memories of that generation.

UCLA is about tradition and history and excellence, not a uniform catalog for a major sports brand much like our Pac 12 sister school from Oregon. Students come to UCLA to follow the rich academic and sports tradition, not go out and wear someone's idea of the latest fashion. Please tell adidas that we will not participate in such a mockery of our proud True Blue and Gold colors.

Thank you for your time.

GO BRUINS!

Creig Nicks

Assistant Superintendent Business Services

Moorpark Unified School District

From: [Matthew Martinelli](#)

To: [Guerrero, Dan](#)

Date: Thu, 28 Feb 2013 14:31:11

Subject: Adidas New Uniforms

Attachment(s): 0

Mr Guerrero

How can you allow Adidas to take what is one of the most iconic style of Uniforms and make a mockery of them. The UCLA brand should not be messed with nor brutalized by wearing such horrible looking uniforms. Especially in such an important tournament like the NCAA tournament. I know Adidas pays a lot of money to sponsor the uniforms and equipment but somethings are just sacred. Please tell me you are not going to let the great UCLA brand be devalued anymore.

Matthew Martinelli

**From:** [Raphael Rabalais](#)  
**To:** [Guerrero, Dan](#)  
**Date:** Thu, 28 Feb 2013 17:38:01  
**Subject:** Adidas uniforms  
**Attachment(s):** 0

Dear Mr. Guerrero:

As a longtime ucla athletics fan and proud Bruin alum, I am horrified by the uniforms that Adidas has proposed. Please abandon this offensive concept and preserve our impeccable traditional uniforms. One game with these laughably bad threads would be too many; the entirety of post-season play with these uniforms would literally be an affront to Mr. Wooden's legacy and the beautiful tradition of Bruin basketball. Please put an end to this. I implore you.

Rafe Rabalais  
Psychology, 1998

**From:** [ba317@ucla.edu](mailto:ba317@ucla.edu)

**To:** [Guerrero, Dan](#)

**Date:** Thu, 28 Feb 2013 23:07:49

**Subject:** Basketball Uniforms for March

**Attachment(s):** 0

Dear Chancellor Block and Mr. Guerrero –

I am and have been a UCLA Basketball (and Football) season ticket holder for numerous years. I stumbled across an article on Yahoo! Sports (link below) showing an "alternate" UCLA Basketball uniform that Adidas has created for use during post-season play (according to the article). I personally think the uniform is very unattractive and would be a terrible alternative to the classic style and rich tradition displayed by UCLA Basketball uniforms both past and present. I sincerely hope our team is not considering use of these alternate uniforms and does not wear them during any games.

Thank you for taking the time to read this e-mail and for allowing me to voice my opinion.

Sincerely,  
Brian Au

<http://sports.yahoo.com/blogs/ncaab-the-dagger/adidas-unveils-hideous-jerseys-six-flagship-programs-march-160002792--ncaab.html>



From: Brett McMillan <brettmcmillan83@[REDACTED]>  
Date: March 1, 2013, 12:07:47 PM PST  
To: <chancellor@conet.ucla.edu>, <dguerrero@athletics.ucla.edu>  
Subject: UCLA Basketball – Uniform Change = Tradition Change

Chancellor Block & Mr. Guerrero,

As a UCLA alumnus and former athlete, I remember very well listening to Mr. Guerrero speak to my team in 2002. His message was simple, 'Image & Substance' were paramount in UCLA Athletics. That message resonates with me to this day, and I always reflect on it as I root for UCLA.

With that in mind, I was shocked and appalled to see Adidas' new Men's Basketball uniforms for March. I have no idea how this concept would get to this point, at this institution, with this team. I just imagine what Coach Wooden would think...

UCLA Basketball is one of the most iconic brands in all of sports. It is the brand that UCLA Athletics was built on – the 'Image & Substance' for which all programs were to follow. These new uniforms could not be further from the Image and Substance we so respect and need at UCLA.

I think about the New York Yankees taking off their pinstripes...Some things never should change, especially when they represent excellence. Please do not forget that UCLA Basketball represents excellence, on and off the court.

The thought of any player representing our school with these uniforms embarrasses and infuriates me, and I am not alone. The time is now to save face and honor the legacy that UCLA Basketball represents. I speak for thousands of Bruin faithful in asking you to announce that the UCLA Men's Basketball team will not destroy its image and tradition by wearing these awful uniforms.

If no change is made, the message will be loud and clear what is really important to our leaders at UCLA.

Please make the right decision, for the sake of our Tradition.

Thank You,

Brett McMillan  
UCLA Class of 2006

**From:** Guerrero, Dan

**Date:** \* No Date \*

**Subject:** FW: Tournament uniforms

**Attachment(s):** 0

-----Original Message-----

**From:** Eric Maraffi (mailto:emaraffi@[REDACTED])

**Sent:** Friday, March 01, 2013 10:46 AM

**To:** Guerrero, Dan

**Cc:** Chancellor Gene D. Block

**Subject:** Tournament uniforms

Gentlemen,

Please do not dress the legendary UCLA basketball team in those ridiculous looking "zubaz" costumes. Our players, our program, and the alumni will be ridiculed across the country. We do not need gimmicks. This is not the UCLA way.

CPT Eric Maraffi

Class of 03

**From:** Guerrero, Dan  
**Date:** \* No Date \*  
**Subject:** Fwd: ZUBAZ...  
**Attachment(s):** 0

Sent from my iPhone

Begin forwarded message:

From: "Johnson, Douglas" <dcj002@[REDACTED]>  
Date: March 1, 2013, 1:13:53 PM PST  
To: "dguerrero@athletics.ucla.edu" <dguerrero@athletics.ucla.edu>  
Subject: ZUBAZ...

... embarrassing. We're UCLA, not a circus. Encourage leadership support tradition and excellence, not bad style over substance. This is a no-brainer guys. - dcj

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Douglas C. Johnson, Ph.D.  
Warfighter Performance Dept.  
Naval Health Research Center  
Assistant Professor in Psychiatry  
UCSD School of Medicine

**From:** [Dave Payne](#)

**To:** [Guerrero, Dan](#)

**Date:** Fri, 01 Mar 2013 12:38:23

**Subject:** Adidas New Jerseys for BKB

**Attachment(s):** 0

Dear Athletic Department

I was always proud that we Bruins had attractive, tasteful and historically meaningful uniforms.

Although clearly the young guys have liked Nike's perpetual remake of the Ducks every game, it strikes me as a program striving to be an enigma. UCLA has no need for these shenanigans.

I love Adidas. Very good gear. No issues there.

But I hate being lumped in with all these other teams for these new uniforms – the UCLA version is just awful. Sorry.

I also suspect with the firearms issues the country is addressing right now, that camouflage is perhaps a poor choice of style – reminds me of Miami anyway...

Please keep the existing traditions – modern tweaks here and there are fine, but...

Our best wishes for continued success for UCLA Athletics,

--

Dave and Christine Payne

UCLA '85 & '84





**From:** Guerrero, Dan  
**Date:** \* No Date \*  
**Subject:** FW: UCLA Tourney Uniforms - Ugh!  
**Attachment(s):** 0

**From:** Mark Cooper (mailto:Mark.Cooper@[REDACTED])  
**Sent:** Friday, March 01, 2013 2:55 PM  
**To:** Guerrero, Dan  
**Subject:** UCLA Tourney Uniforms - Ugh!

Mr. Guerrero

I have recently come across several pictures highlighting the UCLA uniforms to be worn in the conference and NCAA tournament. These are hideous creations, by any measure. Must our school hold nothing in tradition in this special time of year.

Mark Cooper

1990 BA

Mark D. Cooper, CFA

President

Senior Portfolio Manager

Pacific Ridge Capital Partners, LLC

[REDACTED]  
Lake Oswego, OR 97035  
[REDACTED]

Mark.Cooper@[REDACTED] <mailto:Mark.Cooper@[REDACTED]>

**From:** [Donovan Daughtry](#)

**To:** [Guerrero, Dan](#)

**Date:** Fri, 01 Mar 2013 14:11:09


**Subject:** Save the Uniforms!

**Attachment(s):** 0

Please respect the heritage and legacy of the UCLA basketball jersey and tradition and say no to the terrible adidas jerseys.

**From:** Guerrero, Dan  
**Date:** \* No Date \*  
**Subject:** FW: New Uniforms  
**Attachment(s):** 4

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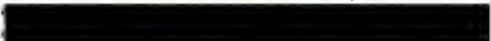
**From:** Fresh Start Law Center [mailto:info@  
**Sent:** Friday, March 01, 2013 3:58 PM  
**Cc:** Chancellor Gene D. Block; Guerrero, Dan  
**Subject:** New Uniforms

I am an alumni and current season ticket holder. I take great pride in our basketball program and our school. I sincerely ask that you reconsider your stance on having our basketball team wear the atrocious Adidas uniforms that have been portrayed recently in the media. They are not only objectively ugly, but are a disgrace to our tradition and everything UCLA stand for. I ask that you consider this email and ask your peers and others in the Bruin community their opinion on the matter, as I can guarantee you will see that these horrible uniforms are not supported by the vast majority of UCLA fans and alumni.

Best,  
<<Picture (Device Independent Bitmap)>>

David Huffman  
Founding Attorney, Fresh Start Law Center

<<Picture (Device Independent Bitmap)>>

Fresh Start Law Center, PC  
  
Rancho Santa Margarita, CA 92688

T:   
F:   
E: Info@

FreshStartLawCenter.com – "Forget The Past. Embrace The Future."

**From:** [Terry & Marilyn Thomas](#)

**To:** [Guerrero, Dan](#)

**Date:** Fri, 01 Mar 2013 13:17:42

**Subject:** Dump the Hideous Adidas Basketball Uniforms

**Attachment(s):** 0

Chancellor:

The new men's basketball uniforms that the press says are proposed for the post season are hideous. Please don't embarrass the university by forcing these on our team.

Thank you.

Terry R. Thomas, D.Env.

UCLA Alumnus 1974 and 1982

--

Terry R. Thomas

Redding, CA 92821

**From:** [huji\\_glutes](#)

**To:** [Guerrero, Dan](#)

**Date:** Fri, 01 Mar 2013 15:34:09

**Subject:** Adidas Uniforms

**Attachment(s):** 0

The propped uniforms are hideous and an embarrassment to our sacred institution. Please have some respect for our tradition and leave perfection alone....If you want to "change something".....fire Ben Howland, that would be Progressive!!....Sincerely, Matt McCaskill , concerned alum, class of 83.



**From:** Guerrero, Dan  
**Date:** \* No Date \*  
**Subject:** FW: New Uniforms  
**Attachment(s):** 0

From: Russell Ortiz [mailto:uclawin@ ]  
Sent: Friday, March 01, 2013 10:18 AM  
To: Chancellor Gene D. Block; Guerrero, Dan  
Subject: New Uniforms

As a UCLA alumni I am all for alternative uniforms. However, the new proposal for the 2013 Tournament are disgracefully bad.

We need to never wear the new proposed uniforms.

Russ Ortiz

**From:** Guerrero, Dan  
**Date:** \* No Date \*  
**Subject:** FW: terrible uniforms--what would Wooden say?  
**Attachment(s):** 0

**From:** Jack Smith [mailto:jackleonsmith@██████████]  
**Sent:** Friday, March 01, 2013 9:46 AM  
**To:** Chancellor Gene D. Block; Guerrero, Dan  
**Subject:** terrible uniforms--what would Wooden say?

bad idea. where's the tradition? don't throw away all the alumni.

Jack Smith

Class of 1968